

DECLARATION and POWER OF ATTORNEY

Attorney's Docket No. PHA 23,761

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled "CLOSED LOOP ADDRESSABLE ADVERTISING SYSTEM AND METHOD OF OPERATION" the specification of which (check one)

☒ is attached hereto.

☐ was filed on _____ as Application Serial No. _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by the amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulation, 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

PRIOR FOREIGN APPLICATION(S)

COUNTRY	APPLICATION NUMBER	DATE OF FILING (DAY, MONTH, YEAR)	PRIORITY CLAIMED UNDER 35 U.S.C. 119

I hereby claim the benefit under Title 35, United States Code, 120 of any United States application (s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35 United States Code, 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

PRIOR UNITED STATES APPLICATION(S)

APPLICATION SERIAL NUMBER	FILING DATE	STATUS (PATENTED, PENDING, ABANDONED)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (List name and registration number)

Algy Tamoshunas, Reg. No. 27,677

Jack E. Haken, Reg. No. 26,902

SEND CORRESPONDENCE TO: Corporate Patent Counsel; U.S. Philips Corporation; 580 White Plains Road; Tarrytown, NY 10591	DIRECT TELEPHONE CALLS TO: (name and telephone No.) (914) 333-9605
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Dated: 6/19/00		INVENTOR'S SIGNATURE: <i>William D. Palmer</i>	
Full Name of Inventor	Last Name Lord	First Name William	Middle Name Palmer
Residence & Citizenship	City Fishkill	State or Foreign Country New York	Country of Citizenship United States of America
Post Office Address	Street 99 Mountain View Road	City Fishkill	State or Country New York Zip Code 12524

Dated: 4/19/00		INVENTOR'S SIGNATURE: <i>Nicholas J. Mankovich</i>	
Full Name of Inventor	Last Name Mankovich	First Name Nicholas	Middle Name Joseph
Residence & Citizenship	City Yorktown Heights	State or Foreign Country New York	Country of Citizenship United States of America
Post Office Address	Street 770 Saw Mill River Road	City Yorktown Heights	State or Country New York Zip Code 10598

Dated:		INVENTOR'S SIGNATURE:	
Full Name of Inventor	Last Name	FIRST NAME	Middle Name
Residence & Citizenship	City	STATE OR FOREIGN COUNTRY	Country of Citizenship
Post Office Address	Street	CITY	State or Country Zip Code

Dated:		INVENTOR'S SIGNATURE:	
Full Name of Inventor	Last Name	FIRST NAME	Middle Name
Residence & Citizenship	City	STATE OR FOREIGN COUNTRY	Country of Citizenship
Post Office Address	Street	CITY	State or Country Zip Code

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of
WILLIAM P. LORD ET AL
Serial No.

Atty. Docket
PHA 23,761



Filed: CONCURRENTLY

CLOSED LOOP ADDRESSABLE ADVERTISING SYSTEM AND METHOD OF OPERATION

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

APPOINTMENT OF ASSOCIATES

Sir:

The undersigned Attorney of Record hereby revokes all prior appointments (if any) of Associate Attorney(s) or Agent(s) in the above-captioned case and appoints:

Laurie E. Gathman (Registration No. 37,520)
c/o U.S. PHILIPS CORPORATION, Intellectual Property Department, 580 White Plains Road, Tarrytown, New York 10591, his Associate Attorney(s)/Agent(s) with all the usual powers to prosecute the above-identified application and any division or continuation thereof, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therewith.

ALL CORRESPONDENCE CONCERNING THIS APPLICATION AND THE LETTERS PATENT WHEN GRANTED SHOULD BE ADDRESSED TO THE UNDERSIGNED ATTORNEY OF RECORD.

Respectfully,

A handwritten signature in black ink, appearing to read "J.E. Haken", written over a circular embossed seal.

Jack E. Haken, Reg. 26,902
Attorney of Record

Dated at Tarrytown, New York
JUNE 27, 2000.